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AUTHOR Stepp, Ermel, Jr.
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ABSTRACT

Demographic and marketing data was collected to justify the development of a television series for preschool children. The terms "demographic" and "marketing" have been constricted in meaning for pertinence to educational program development. Demographic points were made pertaining to population, family income, percent of families below poverty level, women with own preschool children, families with preschool children and the population of 3-, 4-, 5-year-old children in Appalachia. The points were based principally on county data from the 1970 census conducted by the United States Bureau of the Census. Selected marketing data are presented pertaining to television households, television station distribution in Appalachia, and broadcast coverage of the region. The data are principally based on the "Television Fact." Appendices together with a numerous list of tables and figures are included.
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Demographic and Marketing Data for the Marketable Preschool Education Program

TECHNICAL REPORT NO. 26

Appalachia Educational Laboratory, Inc.
Charleston, West Virginia

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Demographic and Marketing Data
for the Marketable
Preschool Education Program

Ermel Stopp, Jr., Ed. D.

Technical Report No. 26
Research and Evaluation Division
Appalachia Educational Laboratory, Inc.
Charleston, West Virginia

May 31, 1973

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Introduction

Demographic and marketing data to justify the development of a television series for preschool children are presented in this paper. The terms "demographic" and "marketing" have been necessarily constricted in meaning for pertinence to educational program development.

Selected Demographic Data

A number of demographic points are made in the subsequent remarks pertaining to population, family income, percent of families below poverty level, women with own preschool children, families with preschool children and the population of 3-, 4-, and 5-year-old children in Appalachia. The points are based principally on county data from the 1970 census conducted by the United States Bureau of the Census (Appendix A).

- The population of the Appalachian sections of seven states ranges from 429,397 in Virginia to 5,930,271 in Pennsylvania (Table 1).
- The population of the Appalachian Region, as defined by the Appalachia Educational Laboratory, Inc., is 13,837,128 (Table 1); or, 6.8 percent of the population of the United States, namely, 203,211,926.
- The mean median family incomes of the counties in the Appalachian sections of seven states range from \$4700 per year in Kentucky to \$8220 in Pennsylvania (Table 2).
- The mean median family incomes of counties in the Appalachian Region is \$7371 per year (Table 2).
- The range in percent of families with income below the poverty level for country is from 6.3% in Cameron County, Pennsylvania, to 59% in Wolfe County, Kentucky (Table 2).

Table 1

Population of Appalachian Region and Included
Sections of Constituent States*

| Section | Population |
|--------------------|------------|
| Alabama | 2,086,572 |
| Kentucky | 813,251 |
| Ohio | 1,099,350 |
| Pennsylvania | 5,930,271 |
| Tennessee | 1,734,051 |
| Virginia | 429,397 |
| West Virginia | 1,744,236 |
| <hr/> | <hr/> |
| Appalachian Region | 13,837,128 |

*Data aggregated from county figures. U. S. Bureau of the Census. General Social and Economic Characteristics. Washington, D. C.: U. S. Government Printing Office, 1972, passim.

Table 2

Family Income and Poverty in the Appalachian Region
and Included Sections of States*

| Section | Income and Poverty | Average County Median Income | Below Poverty Level | |
|--------------------|--------------------|------------------------------|---------------------|--------------|
| | | | Percent Range | Mean Percent |
| Alabama | | 6,500 | 11.6-29.8 | 21.1 |
| Kentucky | | 4,700 | 14.1-59.0 | 37.1 |
| Ohio | | 7,713 | 7.0-27.4 | 15.2 |
| Pennsylvania | | 8,220 | 6.3-16.7 | 10.1 |
| Tennessee | | 5,932 | 13.2-42.4 | 25.5 |
| Virginia | | 6,332 | 11.2-39.5 | 21.4 |
| West Virginia | | 6,774 | 8.6-39.6 | 18.0 |
| Appalachian Region | | 6,873 | 6.3-59.0 | 21.3 |

*Derived from county data. U. S. Census Bureau. General Social and Economic Characteristics. Washington, D. C.: U. S. Government Printing Office, 1972, passim.

- The mean percent of families with income below the poverty level for counties in the Appalachian section of seven states has a range from 10.1% in Pennsylvania to 37.1% in Kentucky (Table 2).
- The mean percent of families with income below poverty level by counties in Appalachia is 23.9; this is more than the 10.7% for the nation.
- Women with own children five and under range in number from 29,247 in Virginia to 365,318 in Pennsylvania (Table 3).
- The number of women with own children five and under in the Appalachian Region is 900,448 (Table 3).
- The number of women with preschool children, with husband present, ranges from 26,710 in Virginia to 337,202 in Pennsylvania (Table 3).
- The number of women with preschool children, and with husband present, in the Appalachian Region is 816,431 (Table 3), or 90.6 percent of such women.
- The number of women with preschool children, with husband absent, ranges from 2,537 in Virginia to 28,116 in Pennsylvania (Table 3).
- The number of women with preschool children, with husband absent, in the Appalachian Region is 78,917 (Table 3), or 8.8 percent of such women, compared with 11.5 percent for the nation.
- The number of women with preschool children, also in the labor force, ranges from 1,705 in Kentucky to 80,799 in Pennsylvania (Table 3).
- The number of women with preschool children, also in the labor force, in Appalachia is 157,974 (Table 3), or 17.5 percent of such women, compared with 30.8 percent for the nation.

Table 3

Women With Preschoolers, Husband Present, Husband Not Present
and in Labor Force in the Appalachian Region
and Included Regions. of Constituent States*

| Section | Women With Own Preschoolers | Husband Present | Husband Not Present | Women In Labor Force |
|--------------------|-----------------------------|-----------------|---------------------|----------------------|
| Alabama | 143,536 | 126,005 | 17,531 | 50,107 |
| Kentucky | 55,379 | 49,300 | 6,079 | 1,705 |
| Ohio | 77,272 | 70,724 | 6,448 | 18,191 |
| Pennsylvania | 355,318 | 337,202 | 23,115 | 80,799 |
| Tennessee | 118,497 | 106,569 | 6,908 | 41,319 |
| Virginia | 29,247 | 26,710 | 2,537 | 7,871 |
| West Virginia | 111,199 | 99,901 | 11,298 | 21,992 |
| Appalachian Region | 900,448 | 816,431 | 78,917 | 157,974 |

*Derived from county data. U. S. Bureau of the Census. General Social and Economic Characteristics. Washington, D. C.: U. S. Government Printing Office, 1972, passim.

- The number of families with preschool children ranges from 30,400 in Virginia to 358,795 in Pennsylvania (Table 4).
- The number of families with preschool children in Appalachia is 878,802 (Table 4); and these families constitute 6.4 percent of the 13,727,304 preschool families in the nation.
- There are 648,226 three-year-olds, 652,807 four-year-olds, and 676,261 five-year-olds, or a combined total of 1,977,294 preschool children in Appalachia (Table 5).
- There are 2.06 children per preschool family in Appalachia.

Selected Marketability Data

Selected marketing data are presented subsequently pertaining to television households, television station distribution in Appalachia, and broadcast coverage of the region. The data are principally based on the Television Factbook.

- The range of households in the Appalachian sections of the seven states is from 134,600 households in Virginia to 1,710,300 households in Pennsylvania (Table 6).
- There are 3,980,700 households in Appalachia (Table 6).
- The range of television households is from 121,300 television households in Virginia to 1,639,000 television households in Pennsylvania (Table 6).
- The percent television households of all households ranges from 81.5 percent in Kentucky to 95.8 percent in Pennsylvania (Table 6). Of the 592,845 occupied housing units in West Virginia, 413,568 have one television and 103,787 have two sets; or 94.5 percent of the housing units have television. The census figure of 94.5 percent television housing units compares with 93.3 percent television

Table 4

Number of Families With Preschool Children in the Appalachian Region,
Constituent States and Their Appalachian Sections

| State | Number of Families | Appalachian Region |
|--------------------|--------------------------|-----------------------|
| Alabama | 224,337 | 135,488 |
| Kentucky | 214,879 | 53,496 |
| Ohio | 720,041 | 79,718 |
| Pennsylvania | 720,217 | 358,795 |
| Tennessee | 253,718 | 113,135 |
| Virginia | 307,232 | 30,400 |
| West Virginia | 107,770 | 107,770 |
| Appalachian Region | 2,548,194 | 878,802 |

*Derived from county data. U. S. Census Bureau. General Social and Economic Characteristics (for each state). Washington, D. C.: U. S. Bureau of the Census, 1972, passim.

Table 5

Actual Preschool Population (1971-1972) for the
Appalachian Region and Constituent States*

| Area | Three- Year-Olds | Four- Year-Olds | Five- Year-Olds | Totals |
|--------------------|---------------------|--------------------|--------------------|-----------|
| Alabama | 59,444 | 57,217 | 59,507 | 176,168 |
| Kentucky | 55,297 | 55,092 | 56,455 | 166,844 |
| Ohio | 185,580 | 185,204 | 190,444 | 561,228 |
| Pennsylvania | 186,000 | 188,706 | 195,869 | 570,575 |
| Tennessee | 64,453 | 67,883 | 73,171 | 205,517 |
| Virginia | 70,000 | 70,000 | 70,000 | 210,000 |
| West Virginia | 27,442 | 28,705 | 30,815 | 86,962 |
| Appalachian States | 648,226 | 652,807 | 676,261 | 1,977,294 |

*Figures were provided by State Departments of Education in Appalachia.

Table 6

Appalachian Households, Television Households,
and Percent Television Households*

| Section | Households | Television Households | Percent Television Households |
|--------------------|------------|-----------------------|-------------------------------|
| Alabama | 591,900 | 538,400 | 90.9 |
| Kentucky | 220,000 | 179,300 | 81.5 |
| Ohio | 327,500 | 309,200 | 94.4 |
| Pennsylvania | 1,710,300 | 1,639,000 | 95.8 |
| Tennessee | 492,200 | 450,300 | 91.4 |
| Virginia | 134,600 | 121,300 | 90.1 |
| West Virginia | 504,200 | 470,500 | 93.3 |
| Appalachian Region | 3,980,700 | 3,708,000 | 93.1 |

*Derived from county data in Television Factbook, passim.

households derived from county data for Appalachia in the Television Factbook. (No documents on the 1970 census were available for further analysis except that one for West Virginia.) Total households and television households are given by state sections and counties in Appendix C.

- Appalachia has 93.1 percent television households.
- Sixty-six television stations may be designated Appalachian stations; twenty of these are educational television stations and 46 are commercial stations. The commercial stations were included on the basis of meeting a criterion that one-half of the Grade B contour area be included in the Appalachian Region (Figure 1). The Grade B contour boundary for a broadcast area includes all points of reception with "the quality of picture to be satisfactory to the median observer at least 90% of the time for at least 50% of the receiving locations within the contour, in the absence of interfering co-channel and adjacent-channel signals" (Television Factbook, 1972, p. 4-b). A contour map for the Appalachian Region is given in Figure 1. Appendix B gives, by state sections, additional station data tables including network, call-letters, channel, location,, television households, and percent television households of total households; also Appendix B gives contour maps, by state sections, of the television broadcasting areas.
- Each county in Appalachia is covered by at least one broadcast field; in other words, there is blanket coverage of the Appalachian Region (excepting minor "dead" spots in sparsely settled places).

Table 7

Appalachian TV Station Distribution in Appalachian Region and
Constituent State Sections*

| Section | Station Type | ETV | ABC | CBS | NBC | Sub-Total | Total |
|--------------------|--------------|-----|-----|-----|-----|-----------|-------|
| Alabama | | 4 | 2 | 4 | 3 | 9 | 13 |
| Kentucky | | 5 | 0 | 0 | 1 | 1 | 6 |
| Ohio | | 1 | 0 | 2 | 2 | 4 | 5 |
| Pennsylvania | | 4 | 3 | 5 | 4 | 12 | 16 |
| Tennessee | | 2 | 3 | 2 | 2 | 7 | 9 |
| Virginia | | 1 | 1 | 1 | 2 | 4 | 5 |
| West Virginia | | 3 | 2 | 2 | 5 | 9 | 12 |
| Appalachian Region | | 20 | 11 | 16 | 19 | 46 | 66 |

*Television Factbook. Washington, D.C.: Television Digest, Inc., 1972, passim. Only stations with one-half of the broadcast area defined by Grade B contour boundary, within the Appalachian Region, were included.

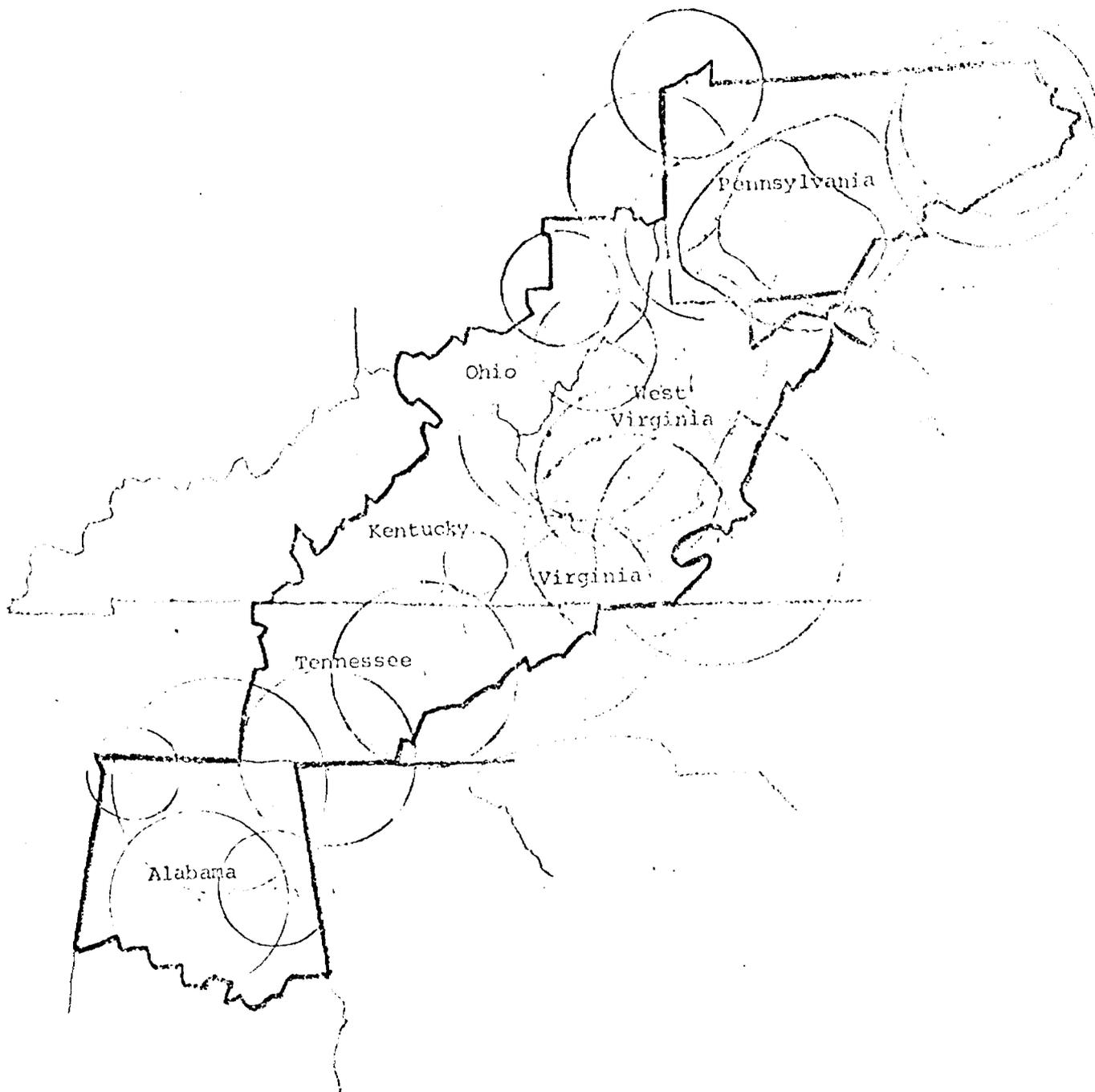


Figure 1

Appalachian Television Contour Map:
Grade B Contours

Appendix A

Selected Census Data for
Appalachian Counties
of Seven States

Selected Census Data for Alabama Section by Counties

| County | County Median Income | Percent of All Families Below Poverty Level | Women 16 and Over | | | Total | Preschool Families | Population |
|-----------------|----------------------|---|-------------------|----------------------|-----------------|---------|--------------------|------------|
| | | | In Labor Force | With Own Preschooler | Husband Present | | | |
| Bibb | \$ 5,559 | 29.8% | 313 | 802 | 928 | 847 | 13,812 | |
| Blount | 6,170 | 22.2% | 580 | 1,799 | 1,935 | 1,903 | 25,252 | |
| Calhoun | 7,401 | 16.6% | 2,557 | 6,532 | 7,417 | 7,046 | 103,022 | |
| Chambers | 7,106 | 19.9% | 1,368 | 1,899 | 2,386 | 2,050 | 36,356 | |
| Cherokee | 6,137 | 21.1% | 467 | 921 | 1,037 | 959 | 15,606 | |
| Chilton | 5,691 | 24.8% | 481 | 1,588 | 1,705 | 1,606 | 25,180 | |
| Clay | 5,756 | 28.8% | 354 | 809 | 887 | 849 | 12,636 | |
| Cleburne | 6,448 | 22.3% | 316 | 753 | 801 | 797 | 10,996 | |
| Colbert | 7,735 | 18.7% | 997 | 3,199 | 3,573 | 3,421 | 69,622 | |
| Coosa | 6,238 | 23.6% | 321 | 659 | 728 | 690 | 10,662 | |
| Cullman | 6,207 | 21.3% | 1,201 | 3,396 | 3,664 | 3,508 | 52,445 | |
| DeKalb | 5,316 | 29.4% | 971 | 2,616 | 2,855 | 2,648 | 41,981 | |
| Elmore | 6,891 | 21.9% | 867 | 1,943 | 2,261 | 2,083 | 32,535 | |
| Etowah | 7,645 | 17.4% | 1,863 | 5,373 | 6,309 | 6,022 | 94,144 | |
| Fayette | 5,501 | 24.6% | 439 | 918 | 1,020 | 927 | 16,252 | |
| Franklin | 6,049 | 23.5% | 609 | 1,532 | 1,679 | 1,646 | 23,933 | |
| Jackson | 6,372 | 22.1% | 1,184 | 2,722 | 2,946 | 2,762 | 39,202 | |
| Jefferson | 8,562 | 14.5% | 13,966 | 35,315 | 41,732 | 38,704 | 644,991 | |
| Madison | 10,439 | 11.6% | 4,847 | 13,574 | 14,935 | 14,579 | 186,538 | |
| Marion | 5,964 | 22.5% | 798 | 1,524 | 1,634 | 1,614 | 23,783 | |
| Lauderdale | 7,608 | 18.8% | 1,340 | 4,292 | 4,723 | 4,655 | 68,171 | |
| Lawrence | 6,083 | 27.3% | 641 | 1,833 | 2,095 | 1,995 | 27,281 | |
| Lee | 7,593 | 17.9% | 1,950 | 3,840 | 4,424 | 4,072 | 61,268 | |
| Limestone | 6,820 | 21.7% | 990 | 2,942 | 3,277 | 3,019 | 41,694 | |
| Marshall | 6,596 | 20.6% | 1,282 | 3,359 | 3,668 | 3,555 | 54,211 | |
| Randolph | 5,800 | 27.4% | 609 | 1,088 | 1,194 | 1,186 | 18,331 | |
| Shelby | 7,155 | 18.7% | 882 | 2,393 | 2,640 | 2,509 | 38,037 | |
| St. Clair | 6,461 | 21.8% | 484 | 1,915 | 2,057 | 1,916 | 27,956 | |
| Talladega | 7,071 | 20.8% | 1,850 | 3,985 | 4,722 | 4,201 | 65,280 | |
| Tallahatchee | 6,591 | 20.3% | 1,267 | 1,957 | 2,332 | 2,164 | 33,860 | |
| Tuscaloosa | 7,435 | 19.9% | 2,757 | 5,669 | 6,713 | 6,353 | 116,029 | |
| Walker | 6,317 | 23.6% | 1,162 | 3,610 | 4,002 | 3,713 | 56,246 | |
| Winston | 6,268 | 22.7% | 414 | 1,168 | 1,246 | 1,279 | 16,654 | |
| Alabama Section | 6,697 | 21.8% | 50,107 | 126,095 | 143,526 | 135,482 | 2,086,632 | |

Table 9

Selected Census Data for Kentucky Section by Counties

| County | County Median Income | Percent of All Families Below Poverty Level | Women 16 and Over | | | Total | Preschool Families | Population |
|------------|----------------------|---|-------------------|----------------------|-----------------|-------|--------------------|------------|
| | | | In Labor Force | With Own Preschooler | Husband Present | | | |
| Adair | \$4,493 | 34.5% | 279 | 695 | 830 | 943 | 13,037 | |
| Bath | 4,892 | 31.1% | 116 | 503 | 575 | 594 | 9,235 | |
| Bell | 4,445 | 30.2% | 446 | 1,753 | 2,070 | 1,260 | 31,687 | |
| Boyd | 8,774 | 12.0% | 592 | 3,023 | 3,299 | 3,131 | 52,376 | |
| Breathitt | 3,176 | 54.9% | 173 | 784 | 968 | 941 | 14,221 | |
| Carter | 5,452 | 28.7% | 241 | 1,441 | 1,586 | 1,406 | 19,850 | |
| Casey | 4,886 | 31.1% | 256 | 696 | 812 | 783 | 12,930 | |
| Clark | 8,125 | 14.1% | 620 | 1,560 | 1,819 | 1,740 | 24,090 | |
| Clay | 3,099 | 57.3% | 144 | 1,243 | 1,399 | 1,325 | 18,481 | |
| Clinton | 3,784 | 40.0% | 152 | 443 | 483 | 470 | 8,174 | |
| Cumberland | 4,000 | 39.7% | 177 | 365 | 431 | 359 | 6,850 | |
| Elliot | 3,787 | 43.4% | 67 | 353 | 365 | 343 | 5,233 | |
| Estill | 5,313 | 33.4% | 195 | 670 | 976 | 909 | 12,752 | |
| Fleming | 5,334 | 26.3% | 256 | 780 | 813 | 866 | 11,366 | |
| Floyd | 4,878 | 34.9% | 565 | 2,149 | 2,429 | 2,297 | 35,889 | |
| Gallard | 6,397 | 19.4% | 249 | 559 | 529 | 572 | 9,457 | |
| Green | 6,102 | 22.1% | 244 | 609 | 645 | 660 | 10,330 | |
| Greenup | 7,593 | 15.7% | 367 | 2,292 | 2,492 | 2,414 | 33,122 | |
| Hartlan | 4,692 | 36.2% | 306 | 2,042 | 2,454 | 2,259 | 37,370 | |
| Jackson | 3,288 | 49.9% | 123 | 620 | 673 | 703 | 10,005 | |
| Johnson | 4,287 | 38.3% | 192 | 944 | 1,069 | 977 | 17,529 | |
| Knott | 3,279 | 56.4% | 113 | 920 | 998 | 1,017 | 14,688 | |
| Knox | 3,526 | 48.4% | 398 | 1,528 | 1,752 | 1,646 | 23,689 | |
| Laurel | 4,802 | 34.4% | 537 | 1,723 | 1,932 | 1,829 | 27,286 | |
| Lawrence | 4,165 | 40.0% | 90 | 475 | 550 | 603 | 10,726 | |
| Lee | 3,390 | 48.4% | 90 | 394 | 466 | 412 | 5,587 | |
| Leslie | 3,517 | 55.3% | 97 | 713 | 828 | 774 | 11,623 | |
| Letcher | 4,407 | 40.0% | 144 | 1,261 | 1,447 | 1,414 | 23,165 | |
| Lewis | 5,726 | 28.0% | 317 | 887 | 974 | 939 | 12,355 | |
| Lincoln | 5,330 | 29.6% | 324 | 911 | 1,067 | 1,073 | 16,663 | |
| McCreary | 3,242 | 52.2% | 164 | 711 | 786 | 769 | 12,548 | |
| Menifee | 5,065 | 32.0% | 97 | 311 | 316 | 280 | 4,050 | |
| Monroe | 4,042 | 40.3% | 295 | 711 | 789 | 720 | 11,642 | |
| Montgomery | 6,904 | 19.1% | 448 | 1,111 | 1,176 | 1,169 | 15,264 | |
| Morgan | 3,658 | 43.2% | 185 | 665 | 650 | 649 | 10,019 | |
| Owsley | 2,497 | 61.6% | 46 | 217 | 364 | 316 | 5,023 | |

Selected Census Data for Kentucky Section by Counties

| County | County Median Income | Percent of All Families Below Poverty Level | Women 16 and Over | | | | Total | Preschool Families | Population |
|------------------|----------------------|---|-------------------|----------------------|-----------------|--------|---------|--------------------|------------|
| | | | In Labor Force | With Own Preschooler | Husband Present | Total | | | |
| Ferry | 4,607 | 39.1% | 362 | 1,724 | 1,972 | 1,815 | 25,714 | | |
| Pike | 5,429 | 31.8% | 633 | 3,874 | 4,273 | 4,321 | 61,059 | | |
| Powell | 5,666 | 28.1% | 132 | 593 | 636 | 583 | 7,704 | | |
| Pulaski | 5,185 | 29.2% | 574 | 2,163 | 2,338 | 2,295 | 35,234 | | |
| Rockcastle | 4,627 | 35.9% | 248 | 862 | 949 | 949 | 12,184 | | |
| Rowan | 5,637 | 26.1% | 251 | 845 | 905 | 921 | 17,010 | | |
| Russell | 4,497 | 35.7% | 195 | 636 | 707 | 702 | 10,542 | | |
| Wayne | 3,292 | 50.1% | 213 | 942 | 997 | 949 | 14,268 | | |
| Whitley | 4,335 | 39.7% | 332 | 1,255 | 1,427 | 1,357 | 24,145 | | |
| Wolfe | 2,694 | 59.0% | 84 | 315 | 343 | 342 | 5,669 | | |
| Kentucky Section | 4,700 | 37.1% | 12,246 | 49,300 | 55,379 | 53,496 | 813,251 | | |



Table 10

Selected Census Data for Ohio Section by Counties

| County | County Median Income | Percent of All Families Below Poverty Level | Women 16 and Over | | | Total | Preschool Families | Population |
|--------------|----------------------|---|-------------------|--------------------|-----------------|--------|--------------------|------------|
| | | | In Labor Force | With Own Preschool | Husband Present | | | |
| Adams | \$5,563 | 27.4% | 276 | 1,092 | 1,215 | 1,161 | 18,807 | |
| Athens | 7,628 | 13.1% | 744 | 2,926 | 3,103 | 2,969 | 24,807 | |
| Belmont | 8,455 | 9.0% | 901 | 4,635 | 5,120 | 4,965 | 50,917 | |
| Brown | 7,674 | 14.9% | 467 | 1,812 | 1,945 | 1,967 | 26,635 | |
| Carroll | 8,635 | 11.3% | 423 | 1,466 | 1,546 | 1,510 | 21,579 | |
| Clermont | 10,204 | 7.0% | 2,203 | 7,093 | 7,545 | 7,213 | 95,725 | |
| Coshocton | 8,343 | 11.0% | 534 | 1,999 | 2,145 | 7,072 | 33,486 | |
| Gallia | 6,915 | 19.1% | 361 | 1,453 | 1,616 | 1,546 | 25,239 | |
| Guernsey | 7,990 | 12.2% | 319 | 2,266 | 2,468 | 2,471 | 37,665 | |
| Harrison | 8,127 | 14.3% | 173 | 999 | 1,135 | 1,081 | 17,013 | |
| Highland | 7,194 | 15.3% | 561 | 1,780 | 1,974 | 1,924 | 28,996 | |
| Hocking | 7,742 | 14.2% | 377 | 1,333 | 1,455 | 1,357 | 20,322 | |
| Holmes | 7,584 | 16.8% | 341 | 1,869 | 1,964 | 1,890 | 23,024 | |
| Jackson | 6,635 | 20.5% | 431 | 1,557 | 1,711 | 1,602 | 27,174 | |
| Jefferson | 9,347 | 8.1% | 918 | 5,421 | 5,962 | 5,653 | 96,192 | |
| Lawrence | 7,712 | 16.3% | 839 | 3,968 | 4,355 | 4,148 | 56,968 | |
| Meigs | 6,485 | 22.1% | 214 | 1,194 | 1,321 | 1,273 | 19,799 | |
| Monroe | 7,630 | 17.5% | 152 | 1,126 | 1,201 | 1,182 | 15,739 | |
| Morgan | 7,171 | 16.4% | 181 | 802 | 865 | 889 | 12,375 | |
| Muskingum | 8,313 | 10.9% | 1,840 | 5,015 | 5,683 | 5,486 | 77,826 | |
| Noble | 7,120 | 19.9% | 148 | 615 | 669 | 634 | 10,428 | |
| Perry | 7,318 | 14.9% | 476 | 1,845 | 1,978 | 1,860 | 27,434 | |
| Pike | 6,559 | 24.2% | 309 | 1,220 | 1,348 | 1,327 | 19,114 | |
| Ross | 8,617 | 13.0% | 1,175 | 3,874 | 4,242 | 4,181 | 61,211 | |
| Scioto | 7,546 | 16.2% | 996 | 4,247 | 4,857 | 4,613 | 76,951 | |
| Tuscarawas | 8,544 | 8.5% | 1,197 | 4,637 | 5,128 | 4,988 | 77,211 | |
| Vinton | 6,334 | 19.9% | 124 | 631 | 666 | 622 | 9,420 | |
| Washington | 8,568 | 11.0% | 830 | 3,799 | 4,075 | 4,134 | 57,160 | |
| Ohio Section | 7,713 | 15.2% | 18,191 | 70,724 | 77,272 | 79,718 | 1,099,350 | |

Table 11
Selected Census Data for Pennsylvania Section by Counties

| County | County Median Income | Percent of All Families Below Poverty Level | Women 16 and Over | | | Total | Preschool Families | Population |
|----------------|----------------------|---|-------------------|----------------------|-----------------|--------|--------------------|------------|
| | | | In Labor Force | With Own Preschooler | Husband Present | | | |
| Allegheny | \$10,090 | 7.1% | 16,160 | 84,810 | 95,053 | 91,985 | 1,605,003 | |
| Armstrong | 7,702 | 11.0% | 847 | 4,350 | 4,780 | 4,702 | 75,590 | |
| Beaver | 9,428 | 7.2% | 2,446 | 12,237 | 13,463 | 12,964 | 203,418 | |
| Bedford | 7,562 | 12.4% | 766 | 2,703 | 2,925 | 2,833 | 42,353 | |
| Blair | 8,211 | 8.4% | 2,432 | 7,714 | 8,570 | 8,206 | 135,356 | |
| Bradford | 8,451 | 10.5% | 1,291 | 3,876 | 4,256 | 4,173 | 57,062 | |
| Butler | 9,032 | 8.6% | 1,664 | 8,468 | 8,973 | 8,780 | 127,941 | |
| Cambria | 8,563 | 9.0% | 1,901 | 9,780 | 10,744 | 10,401 | 186,785 | |
| Cameron | 9,850 | 6.3% | 186 | 454 | 658 | 500 | 7,096 | |
| Carbon | 7,949 | 7.4% | 816 | 2,706 | 2,919 | 2,783 | 50,573 | |
| Centre | 8,905 | 9.1% | 2,034 | 6,150 | 6,518 | 6,405 | 99,267 | |
| Clarion | 7,635 | 13.8% | 497 | 2,293 | 2,442 | 2,410 | 38,414 | |
| Clearfield | 7,488 | 13.8% | 1,304 | 4,564 | 5,060 | 4,869 | 74,619 | |
| Clinton | 7,961 | 8.8% | 603 | 2,115 | 2,330 | 2,236 | 37,721 | |
| Columbia | 7,958 | 8.0% | 1,155 | 3,220 | 3,553 | 3,489 | 51,114 | |
| Crawford | 8,658 | 10.2% | 1,478 | 5,121 | 5,548 | 5,557 | 81,342 | |
| Eik | 8,472 | 7.4% | 822 | 2,509 | 2,650 | 2,590 | 37,770 | |
| Eric | 9,363 | 6.8% | 4,462 | 16,391 | 18,107 | 17,879 | 262,654 | |
| Fayette | 7,150 | 16.7% | 1,502 | 8,662 | 9,874 | 9,440 | 154,667 | |
| Forest | 8,291 | 8.2% | 55 | 300 | 313 | 314 | 4,926 | |
| Fulton | 6,884 | 15.2% | 272 | 713 | 802 | 820 | 10,776 | |
| Greene | 7,337 | 17.8% | 419 | 1,823 | 2,094 | 2,003 | 36,090 | |
| Huntingdon | 7,295 | 12.8% | 783 | 2,237 | 2,519 | 2,444 | 39,108 | |
| Indiana | 7,947 | 11.7% | 810 | 4,823 | 5,184 | 4,923 | 79,451 | |
| Jefferson | 7,520 | 11.7% | 635 | 2,294 | 2,514 | 2,483 | 43,695 | |
| Juniata | 7,652 | 11.2% | 301 | 1,070 | 1,149 | 1,077 | 16,711 | |
| Lackawanna | 8,399 | 7.8% | 3,003 | 12,104 | 12,834 | 12,742 | 234,107 | |
| Lawrence | 8,664 | 9.4% | 1,046 | 5,768 | 6,370 | 6,140 | 107,374 | |
| Luzerne | 8,244 | 8.9% | 5,178 | 17,703 | 19,250 | 18,112 | 342,301 | |
| Lycoming | 8,638 | 8.1% | 2,424 | 6,998 | 7,734 | 7,620 | 113,296 | |
| McKean | 8,317 | 9.0% | 1,006 | 3,109 | 3,481 | 3,372 | 51,915 | |
| Mercer | 9,267 | 7.6% | 1,607 | 7,127 | 7,874 | 7,798 | 127,175 | |
| Mifflin | 8,224 | 9.3% | 874 | 3,107 | 3,420 | 3,366 | 45,268 | |
| Monroe | 8,951 | 7.4% | 886 | 4,631 | 2,691 | 2,925 | 45,422 | |
| Montour | 8,267 | 10.3% | 331 | 836 | 927 | 930 | 16,508 | |
| Northumberland | 7,364 | 10.2% | 1,941 | 5,653 | 6,256 | 6,032 | 92,190 | |

Selected Census Data for Pennsylvania Section by Counties

| County | County Median Income | Percent of All Families Below Poverty Level | Women 16 and Over | | | Total | Preschool Families | Population |
|----------------------|----------------------|---|-------------------|----------------------|-----------------|---------|--------------------|------------|
| | | | In Labor Force | With Own Preschooler | Husband Present | | | |
| Ferry | 8,346 | 9.7% | 665 | 1,959 | 2,971 | 1,958 | 29,015 | |
| Pike | 8,372 | 7.2% | 173 | 640 | 669 | 673 | 11,818 | |
| Potter | 7,301 | 13.3% | 273 | 1,213 | 1,278 | 1,256 | 15,235 | |
| Schuylkill | 7,536 | 10.9% | 2,337 | 6,564 | 9,456 | 8,741 | 160,031 | |
| Snyder | 8,164 | 9.4% | 658 | 1,734 | 1,883 | 1,779 | 29,259 | |
| Somerset | 7,634 | 11.1% | 947 | 4,832 | 4,833 | 4,647 | 76,937 | |
| Sullivan | 7,077 | 15.5% | 94 | 367 | 393 | 397 | 5,261 | |
| Susquehanna | 8,050 | 12.0% | 688 | 2,272 | 2,426 | 2,462 | 34,344 | |
| Tioga | 7,725 | 12.5% | 781 | 2,580 | 2,820 | 2,751 | 39,691 | |
| Union | 8,601 | 8.3% | 522 | 1,537 | 1,678 | 1,621 | 28,903 | |
| Venango | 8,248 | 10.6% | 768 | 3,631 | 3,900 | 3,770 | 62,353 | |
| Warren | 9,088 | 6.9% | 1,078 | 3,033 | 3,241 | 3,232 | 47,662 | |
| Washington | 8,664 | 9.6% | 2,330 | 12,125 | 13,314 | 12,870 | 210,876 | |
| Wayne | 7,630 | 11.4% | 516 | 1,762 | 1,864 | 1,774 | 29,581 | |
| Westmoreland | 9,293 | 6.5% | 4,330 | 23,456 | 25,065 | 24,181 | 376,920 | |
| Wyoming | 7,955 | 11.4% | 342 | 1,339 | 1,402 | 1,350 | 19,682 | |
| Pennsylvania Section | 8,182 | 10.1% | 80,799 | 337,202 | 370,318 | 358,795 | 5,930,271 | |

Table 12

Selected Census Data for Tennessee Section by Counties

| County | County Median Income | Percent of All Families Below Poverty Level | Women 16 and Over | | | Total | Preschool Families | Population |
|------------|----------------------|---|-------------------|----------------------|-----------------|--------|--------------------|------------|
| | | | In Labor Force | With Own Preschooler | Husband Present | | | |
| Anderson | \$8,558 | 15.1% | 979 | 3,754 | 4,147 | 3,993 | 60,300 | |
| Bledsoe | 4,738 | 33.1% | 103 | 357 | 400 | 394 | 7,643 | |
| Blount | 7,898 | 14.0% | 1,293 | 3,928 | 4,361 | 4,262 | 63,744 | |
| Bradley | 7,922 | 14.3% | 1,898 | 3,597 | 3,962 | 3,852 | 50,686 | |
| Campbell | 4,389 | 36.2% | 368 | 1,573 | 1,785 | 1,663 | 26,045 | |
| Cannon | 5,885 | 26.2% | 231 | 475 | 534 | 513 | 8,467 | |
| Carter | 6,195 | 19.7% | 873 | 2,597 | 2,823 | 2,692 | 42,575 | |
| Claiborne | 4,266 | 38.7% | 305 | 1,311 | 1,473 | 1,392 | 19,420 | |
| Clay | 3,701 | 39.3% | 133 | 393 | 422 | 397 | 6,624 | |
| Cocke | 5,437 | 29.3% | 597 | 1,733 | 1,961 | 1,805 | 25,283 | |
| Cooffee | 7,677 | 16.8% | 892 | 2,196 | 2,369 | 2,308 | 32,572 | |
| Cumberland | 5,476 | 29.0% | 492 | 1,318 | 1,419 | 1,325 | 20,733 | |
| DeKalb | 5,732 | 21.6% | 354 | 644 | 706 | 727 | 11,151 | |
| Fentress | 3,937 | 42.4% | 404 | 831 | 942 | 828 | 12,593 | |
| Franklin | 6,599 | 21.7% | 692 | 1,618 | 1,761 | 1,657 | 27,244 | |
| Grainger | 5,086 | 30.2% | 350 | 1,090 | 1,157 | 1,070 | 13,948 | |
| Greene | 6,182 | 21.1% | 1,399 | 3,106 | 3,371 | 3,114 | 47,630 | |
| Grundy | 4,183 | 40.2% | 246 | 697 | 739 | 694 | 10,631 | |
| Hamblen | 7,219 | 15.8% | 1,078 | 2,793 | 3,016 | 2,995 | 38,696 | |
| Hamilton | 8,609 | 13.3% | 6,120 | 14,150 | 16,612 | 15,691 | 255,064 | |
| Hancock | 2,683 | 55.5% | 57 | 383 | 434 | 410 | 6,719 | |
| Hawkins | 6,300 | 23.8% | 565 | 2,366 | 2,509 | 2,393 | 33,726 | |
| Jackson | 3,916 | 38.0% | 205 | 471 | 514 | 518 | 8,141 | |
| Jefferson | 6,295 | 19.4% | 636 | 1,662 | 1,830 | 1,700 | 24,940 | |
| Johnson | 4,986 | 30.1% | 362 | 729 | 847 | 791 | 11,569 | |
| Knox | 8,195 | 14.0% | 5,862 | 15,513 | 17,568 | 17,034 | 276,293 | |
| Kenton | 6,900 | 18.4% | 708 | 1,597 | 1,691 | 1,592 | 24,266 | |
| McKinn | 6,868 | 18.1% | 1,003 | 2,362 | 2,531 | 2,516 | 35,582 | |
| Macon | 4,654 | 29.1% | 505 | 794 | 867 | 769 | 12,315 | |
| Marion | 6,118 | 25.1% | 303 | 1,354 | 1,473 | 1,408 | 20,577 | |
| Meigs | 5,311 | 29.7% | 142 | 363 | 386 | 390 | 5,219 | |
| Menroe | 5,921 | 26.0% | 626 | 1,421 | 1,631 | 1,535 | 23,475 | |
| Morgan | 5,363 | 27.3% | 340 | 899 | 944 | 828 | 13,610 | |
| Overton | 4,248 | 35.1% | 295 | 965 | 1,063 | 968 | 14,770 | |
| Pickett | 4,612 | 33.9% | 123 | 209 | 224 | 199 | 3,774 | |
| Polk | 6,678 | 21.5% | 252 | 787 | 830 | 735 | 11,609 | |

Table 12 (Continued)

Selected Census Data for Tennessee Section by Counties

| County | County Median Income | Percent of All Families Below Poverty Level | Women 16 and Over | | | Total | Preschool Families | Population |
|-------------------|----------------------|---|-------------------|----------------------|-----------------|---------|--------------------|------------|
| | | | In Labor Force | With Own Preschooler | Husband Present | | | |
| Putnam | 5,813 | 25.3% | 910 | 2,085 | 2,295 | 2,219 | 35,487 | |
| Rhea | 5,705 | 25.1% | 453 | 1,022 | 1,215 | 1,169 | 17,202 | |
| Roane | 7,401 | 18.0% | 1,134 | 2,406 | 2,447 | 2,539 | 38,682 | |
| Scott | 4,172 | 42.1% | 375 | 975 | 1,038 | 991 | 14,782 | |
| Sequatchie | 6,111 | 24.6% | 141 | 476 | 525 | 485 | 6,331 | |
| Sovier | 6,377 | 19.2% | 786 | 2,043 | 2,219 | 2,104 | 28,241 | |
| Smith | 5,737 | 18.6% | 329 | 743 | 775 | 732 | 12,869 | |
| Sullivan | 8,372 | 15.2% | 2,670 | 8,601 | 9,224 | 9,550 | 127,329 | |
| Union | 6,437 | 19.8% | 315 | 897 | 1,002 | 926 | 15,254 | |
| Van Buren | 6,014 | 19.7% | 135 | 233 | 267 | 218 | 3,758 | |
| Warren | 6,464 | 20.1% | 902 | 1,684 | 1,845 | 1,792 | 26,972 | |
| Washington | 7,259 | 16.8% | 1,543 | 4,380 | 4,823 | 4,745 | 73,924 | |
| White | 5,646 | 23.1% | 575 | 993 | 1,119 | 1,030 | 16,350 | |
| Tennessee Section | 5,932 | 25.5% | 41,319 | 106,589 | 118,497 | 113,135 | 1,724,679 | |

Table 13

Selected Census Data for Virginia Section by Counties

| County | County Median Income | Percent of All Families Below Poverty Level | Women 16 and Over | | | Preschool Families | Population |
|------------------|----------------------|---|-------------------|---------------------|--------|--------------------|------------|
| | | | In Labor Force | With Own Prechooler | Total | | |
| Allegheny | 97,545 | 14.7% | 208 | 959 | 1,009 | 959 | 12,461 |
| Bath | 5,424 | 24.9% | 21 | 309 | 327 | 295 | 5,192 |
| Bland | 5,940 | 20.0% | 154 | 314 | 351 | 324 | 5,432 |
| Botetourt | 8,217 | 11.2% | 227 | 987 | 1,251 | 1,071 | 12,189 |
| Buchanan | 6,182 | 27.2% | 341 | 2,285 | 2,456 | 2,507 | 32,071 |
| Carroll | 6,030 | 20.5% | 678 | 1,333 | 1,512 | 1,306 | 22,092 |
| Craig | 6,539 | 18.0% | 40 | 170 | 190 | 172 | 3,524 |
| Dickenson | 5,057 | 33.9% | 107 | 1,027 | 1,148 | 1,056 | 16,077 |
| Floyd | 6,661 | 20.5% | 219 | 534 | 562 | 499 | 9,775 |
| Giles | 6,927 | 16.3% | 364 | 1,150 | 1,234 | 1,176 | 16,741 |
| Grayson | 5,902 | 19.8% | 509 | 865 | 931 | 853 | 15,439 |
| Highland | 5,542 | 21.9% | 39 | 65 | 100 | 98 | 2,523 |
| Lee | 3,901 | 39.5% | 224 | 1,120 | 1,215 | 1,124 | 20,321 |
| Pulaski | 8,284 | 11.5% | 968 | 1,921 | 2,169 | 2,022 | 29,564 |
| Russell | 6,156 | 25.3% | 329 | 1,477 | 1,611 | 1,465 | 24,533 |
| Scott | 5,954 | 26.9% | 284 | 1,558 | 1,679 | 1,633 | 24,376 |
| Smyth | 7,048 | 14.8% | 779 | 1,835 | 1,975 | 1,939 | 31,349 |
| Tazewell | 6,637 | 21.5% | 410 | 2,453 | 2,742 | 2,506 | 39,816 |
| Washington | 6,355 | 19.6% | 884 | 2,733 | 2,990 | 2,752 | 40,835 |
| Wise | 5,875 | 27.1% | 463 | 2,216 | 2,494 | 2,339 | 35,947 |
| Wythe | 6,796 | 14.8% | 583 | 1,342 | 1,491 | 1,335 | 22,139 |
| Virginia Section | 6,332 | 21.4% | 7,871 | 26,710 | 29,247 | 27,511 | 429,397 |

Table 14
Selected Census Data for West Virginia

| County Median Income | Percent of All Families Below Poverty Level | Women 16 and Over | | Preschool Families | Population |
|----------------------|---|-------------------|--|--------------------|------------|
| | | In Labor Force | With Own Preschooler Husband Present Total | | |
| \$6,774 | 18.0% | 50,107 | 99,901 | 107,770 | 1,744,236 |

Appendix B

TV Stations in Appalachia and
Broadcasting Contour Maps
for State Sections

Table 15

TV Stations in Alabama Section

| <u>Network</u> <u>Call Letters</u> | <u>Channel</u> | <u>Location</u> | <u>TV Household</u> | <u>Percent</u> <u>TV Households</u> |
|--|----------------|----------------------------|---------------------|--|
| <u>Non-Commercial Educational Stations</u> | | | | |
| WBIQ | 10 | Birmingham | | |
| WFIQ | 36 | Florence | | |
| WHIQ | 25 | Huntsville | | |
| WCIQ | 7 | Mount Cheaha State Park | | |
| <u>Commercial Stations</u> | | | | |
| CBS WHMA-TV | 40 | Anniston | 110,300 | 95 |
| NBC WAPI-TV | 13 | Birmingham | 668,600 | 95 |
| CBS WRMG | 42 | Birmingham | 471,900 | 95 |
| ABC WBRC-TV | 6 | Birmingham | 734,200 | 94 |
| NBC WOWL-TV | 15 | Florence | 58,400 | 93 |
| NBC WAAY-TV | 31 | Huntsville- Decatur | 300,600 | 94 |
| CBS WHNT-TV | 19 | Huntsville | 330,400 | 94 |
| ABC WMSL-TV | 48 | Huntsville- Decatur | 278,700 | 94 |
| CBS WCFT-TV | 33 | Tuscaloosa | 64,400 | 92 |

ALABAMA

* Non-Commercial
Educational Stations

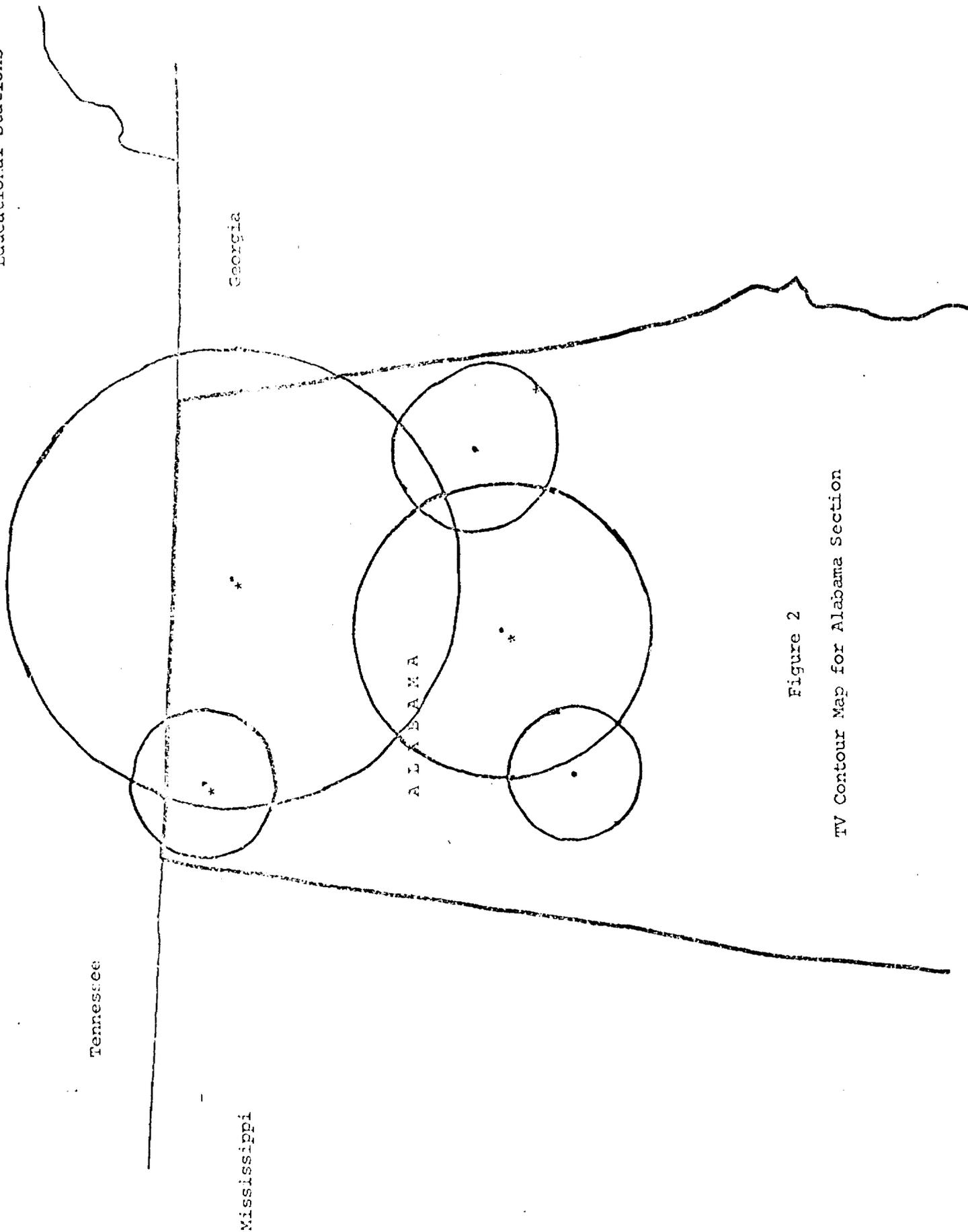


Figure 2

TV Contour Map for Alabama Section

Table 16

TV Stations in Kentucky Section

| <u>Network</u> <u>Call Letters</u> | <u>Channel</u> | <u>Location</u> | <u>TV Household</u> | <u>Percent</u> <u>TV Households</u> |
|---|----------------|-----------------|---------------------|--|
| <u>Non-Commercial Education Station</u> | | | | |
| WKAS | 25 | Ashland | | |
| WKHA | 35 | Hazard | | |
| WKMR | 38 | Morehead | | |
| WKPI | 22 | Pikeville | | |
| WKSO | 29 | Somerset | | |
| <u>Commercial Stations</u> | | | | |
| NBC WKYH-TV | 57 | Hazard | 9,500 | 87 |

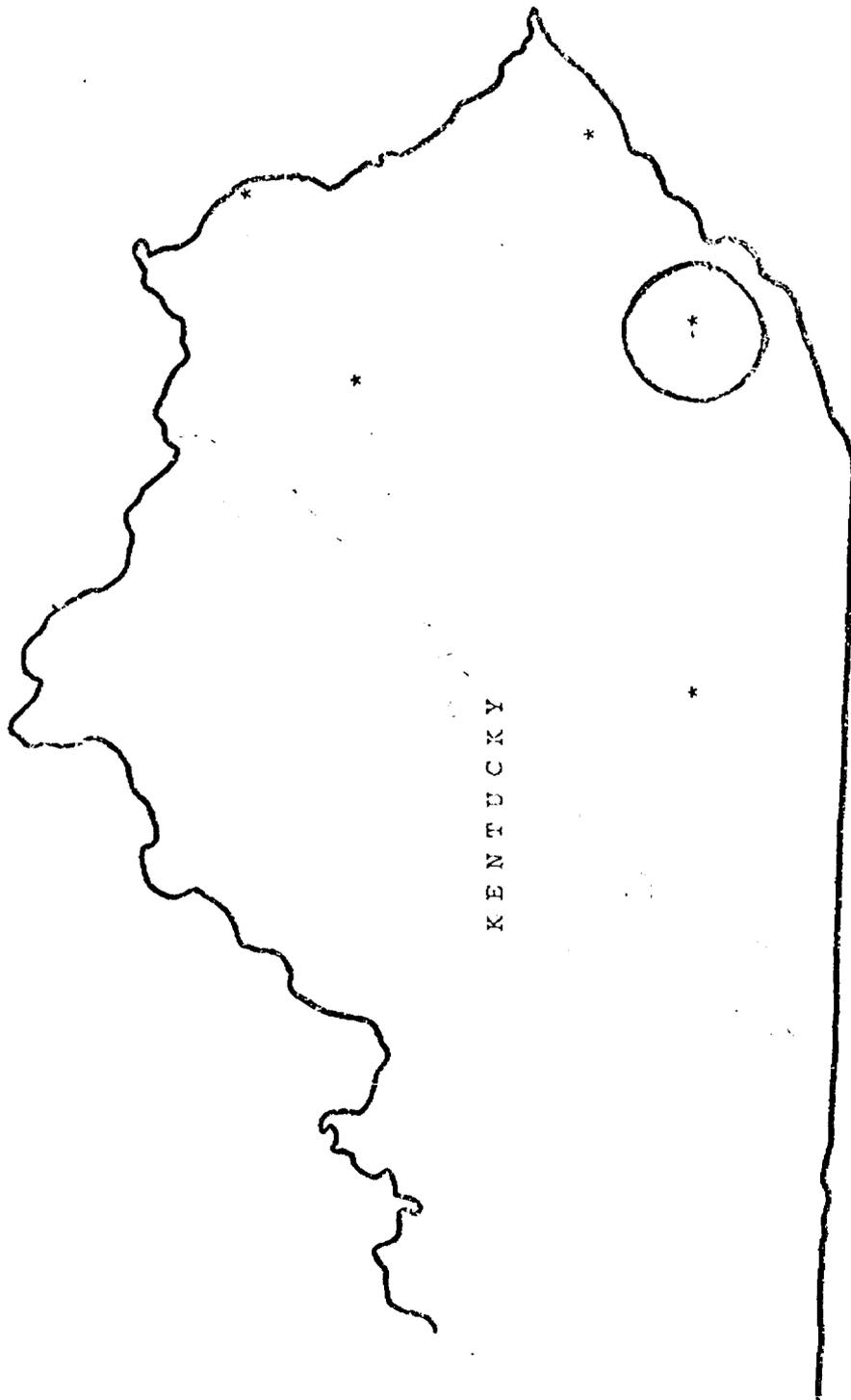


Figure 3

TV Contour Map for Kentucky Section

Table 17
TV Stations in Ohio Section

| <u>Network</u> <u>Call Letters</u> | <u>Channel</u> | <u>Location</u> | <u>TV Household</u> | <u>Percent</u> <u>TV Households</u> |
|--|----------------|----------------------------|---------------------|--|
| <u>Non-Commercial Educational Stations</u> | | | | |
| WOUB-TV | 20 | Athens | | |
| <u>Commercial</u> | | | | |
| CBS-ABC WSTV-TV | 9 | Steubenville - Wheeling | 1,597,000 | 97 |
| NBC WFMJ-TV | 21 | Youngstown | 602,600 | 97 |
| CBS WKBN-TV | 27 | Youngstown | 611,000 | 97 |
| NBC WHIZ-TV | 18 | Zanesville | 80,900 | 95 |

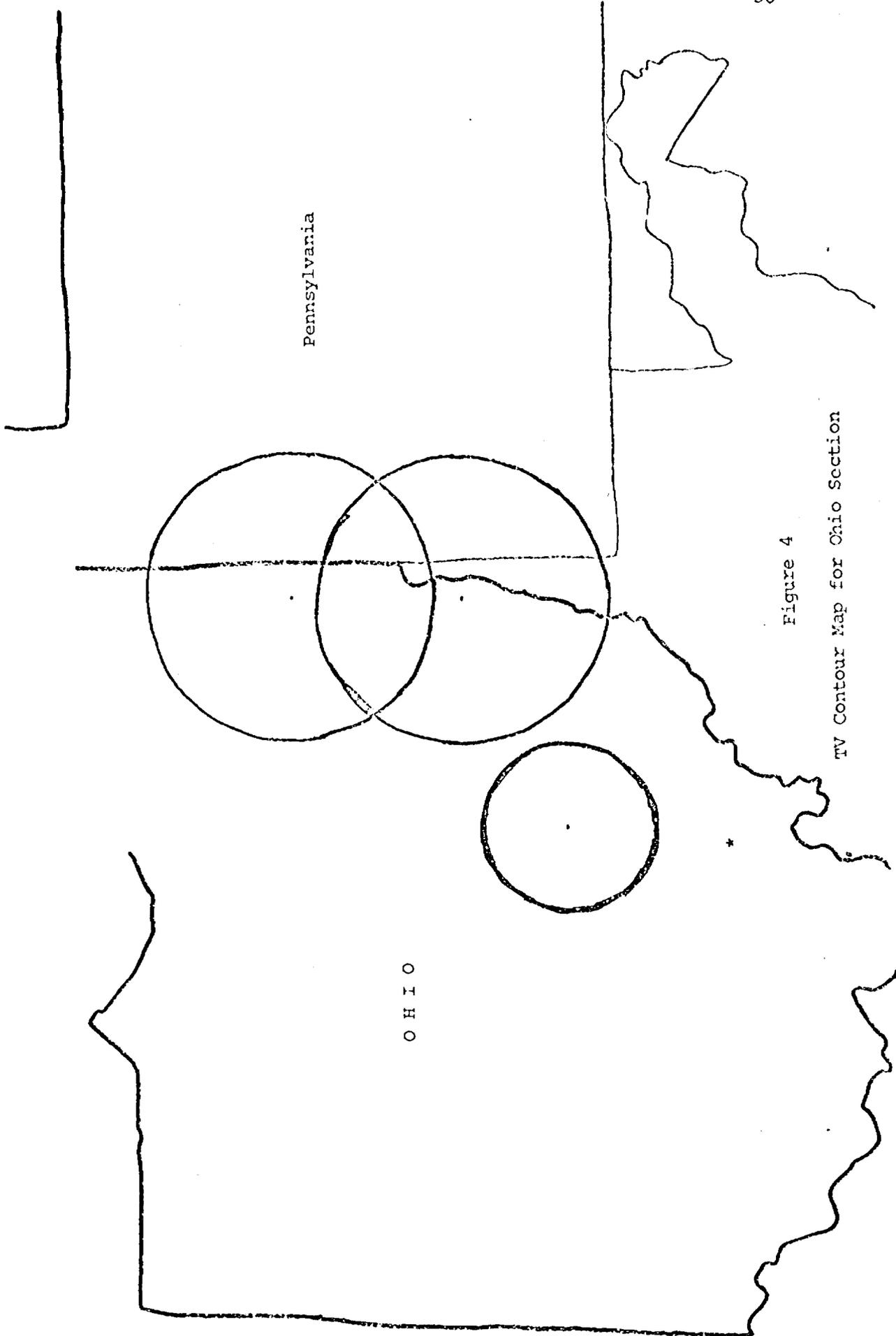


Figure 4
TV Contour Map for Ohio Section

Table 18

TV Stations in Pennsylvania Section

| <u>Network Call Letters</u> | <u>Channel</u> | <u>Location</u> | <u>TV Household</u> | <u>Percent TV Households</u> |
|--|----------------|----------------------------|---------------------|----------------------------------|
| <u>Non-Commercial Educational Stations</u> | | | | |
| WQLN | 54 | Erie | | |
| WQED | 13 | Pittsburgh | | |
| WQEX | 16 | Pittsburgh | | |
| WVIA-TV | 44 | Scranton - Wilkes-Barre | | |
| <u>Commercial</u> | | | | |
| CBS WFRG-TV | 10 | Altoona | 598,600 | 95 |
| NBC WICU-TV | 12 | Erie | 300,400 | 96 |
| ABC WJET-TV | 24 | Erie | 233,700 | 96 |
| CBS WSEE | 35 | Erie | 263,500 | 96 |
| NBC WJAC-TV | 6 | Johnstown | 1,401,800 | 96 |
| CBS WARD-TV | 19 | Johnstown | 55,200 | 97 |
| CBS KDKA-TV | 2 | Pittsburgh | 1,577,000 | 97 |
| NBC WIIC-TV | 11 | Pittsburgh | 1,502,100 | 97 |
| ABC WTAE-TV | 4 | Pittsburgh | 1,512,700 | 97 |
| CBS WDAU-TV | 22 | Scranton - Wilkes-Barre | 491,700 | 96 |
| ABC WNEP-TV | 16 | Scranton - Wilkes-Barre | 575,800 | 96 |
| NBC WBRE-TV | 28 | Scranton - Wilkes-Barre | 620,000 | 96 |

Figure 5

TV Contour Map for Pennsylvania Section

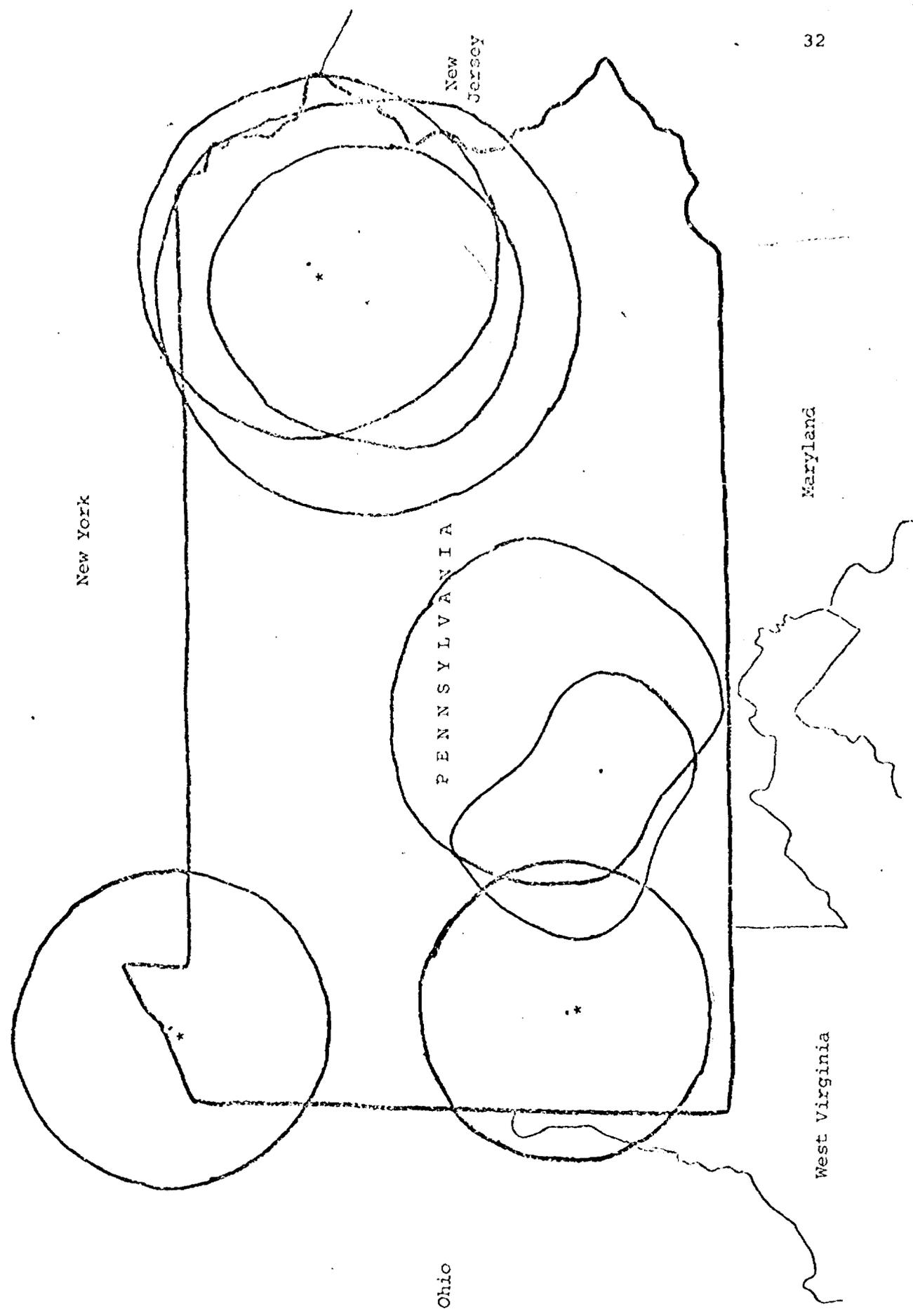


Table 19

TV Stations in Tennessee Section

| <u>Network Call Letters</u> | <u>Channel</u> | <u>Location</u> | <u>TV Household</u> | <u>Percent TV Households</u> |
|--|----------------|-----------------------------|---------------------|----------------------------------|
| <u>Non-Commercial Educational Stations</u> | | | | |
| WTCI | 45 | Chattanooga | | |
| WSJK-TV | 2 | Sneedville | | |
| <u>Commercial</u> | | | | |
| CBS WDEF-TV | 12 | Chattanooga | 377,600 | 95 |
| NBC WRCP-TV | 3 | Chattanooga | 374,300 | 95 |
| ABC WTVC | 9 | Chattanooga | 400,700 | 95 |
| CBS WJHL-TV | 11 | Johnson City - Bristol | 288,400 | 94 |
| ABC WKPT-TV | 19 | Kingsport - Johnson City | 196,100 | 95 |
| NBC WATE-TV | 6 | Knoxville | 471,100 | 94 |
| ABC WTVK | 26 | Knoxville | 292,600 | 94 |

Figure 6

TV Contour Map for Tennessee Section

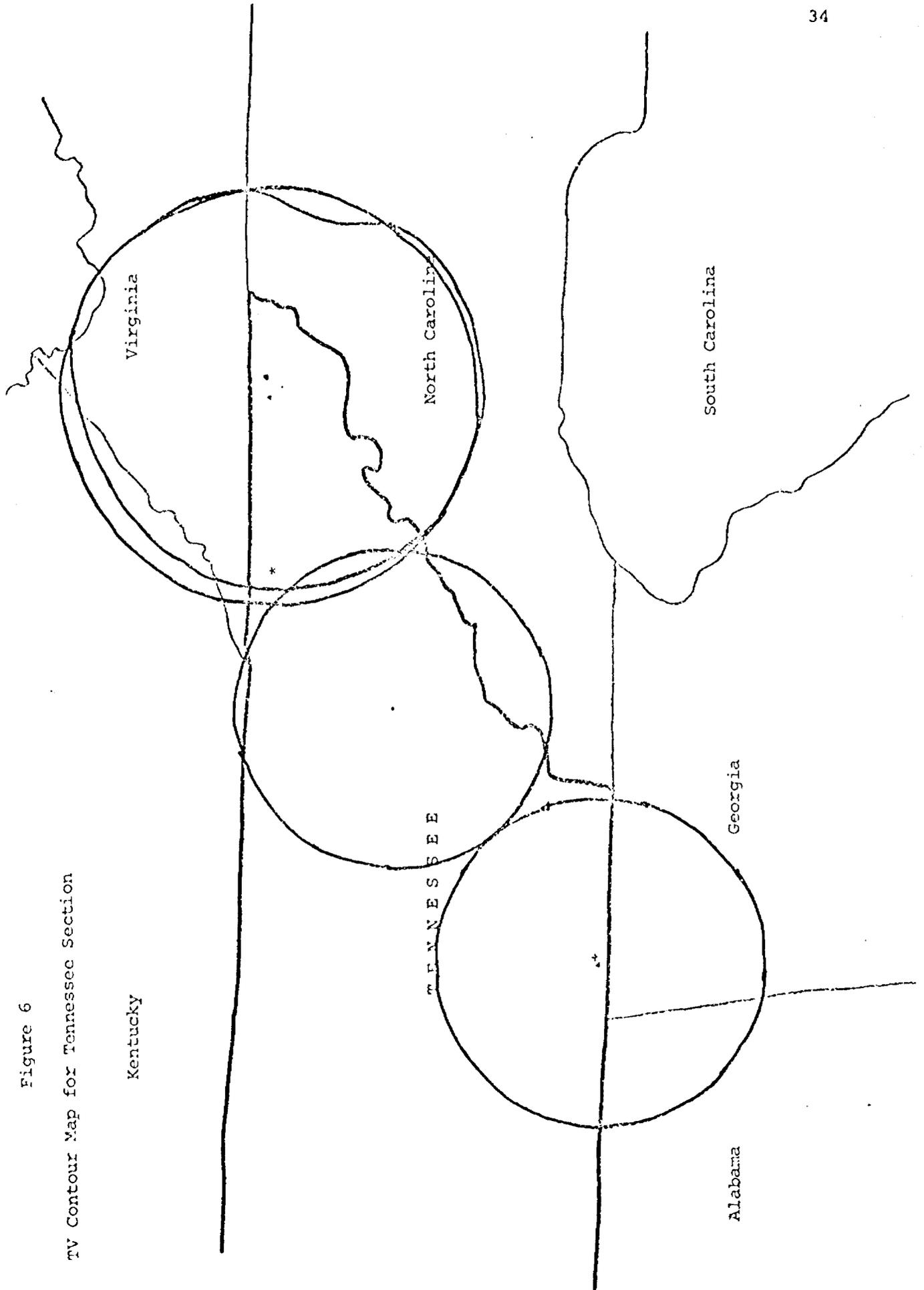


Table 26
TV Stations in Virginia Section

| <u>Network Call Letters</u> | <u>Channel</u> | <u>Location</u> | <u>TV Household</u> | <u>Percent TV Households</u> |
|--|----------------|------------------------|---------------------|----------------------------------|
| <u>Non-Commercial Educational Stations</u> | | | | |
| WSVN-TV | 47 | Norton | | |
| <u>Commercial</u> | | | | |
| NBC WCYB-TV | 5 | Bristol - Kingsport | 442,800 | 94 |
| CBS WDBJ-TV | 7 | Roanoke | 550,300 | 95 |
| ABC WRFT-TV | 27 | Roanoke | 58,100 | 97 |
| NBC WSLS-TV | 10 | Roanoke | 576,000 | 95 |

VIRGINIA

* Non-Commercial
Educational Stations

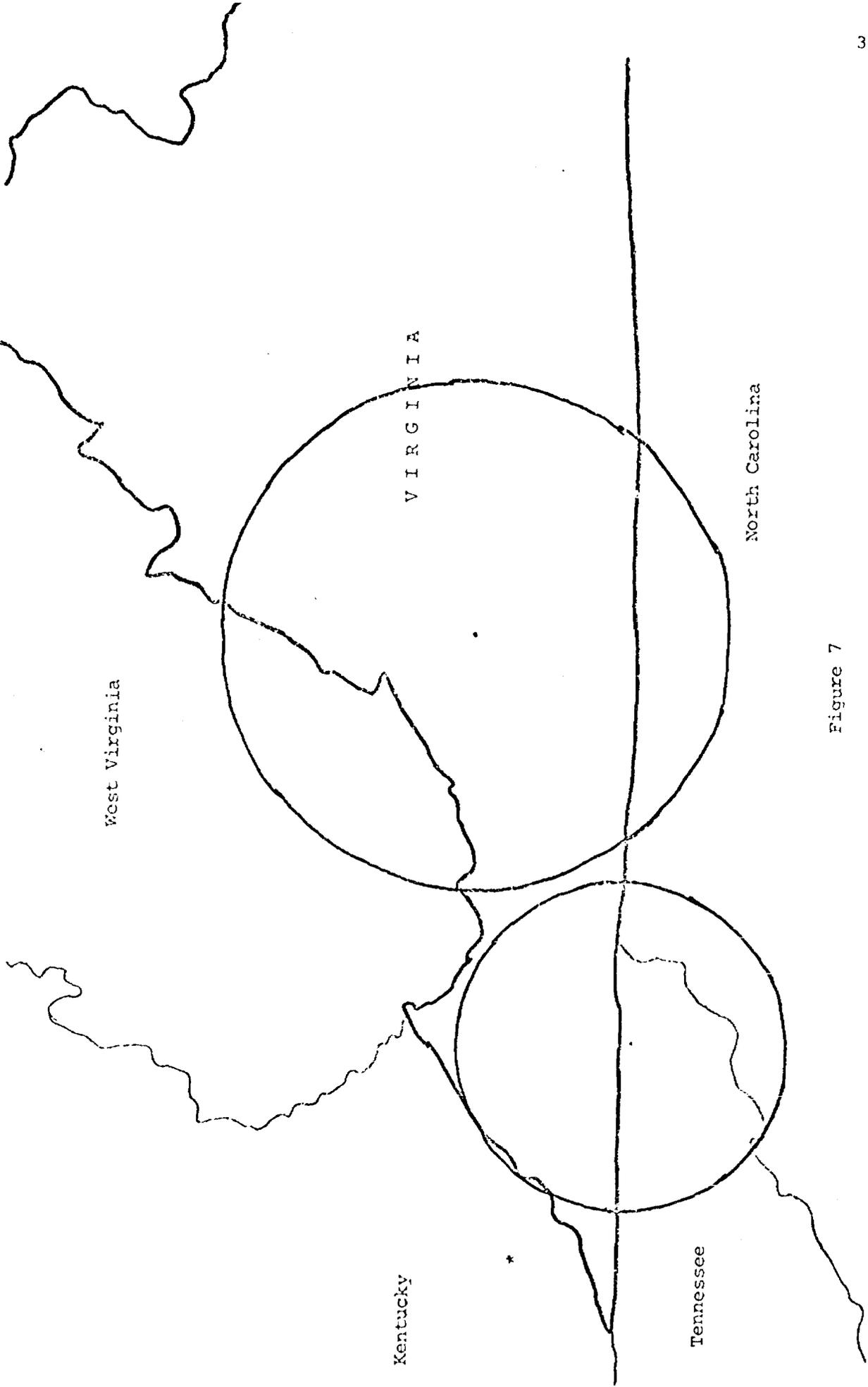


Figure 7

TV Contour Map for Virginia Section

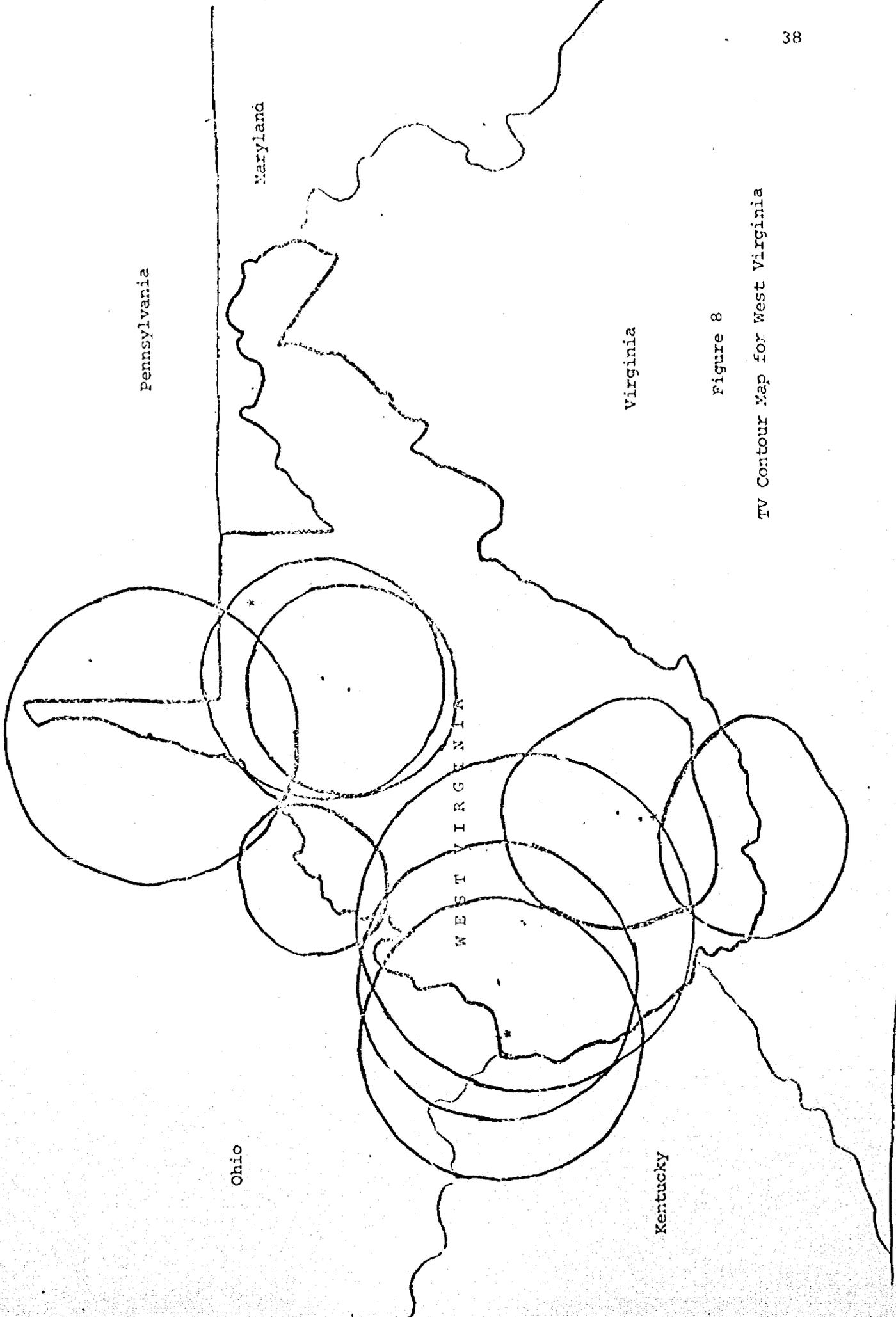
Figure 21

TV Stations in West Virginia

| <u>Network Call Letters</u> | <u>Channel</u> | <u>Location</u> | <u>TV Household</u> | <u>Percent TV Households</u> |
|--|----------------|----------------------------|---------------------|----------------------------------|
| <u>Non-Commercial Educational Stations</u> | | | | |
| WSWP-TV | 9 | Grandview | | |
| WNUL-TV | 33 | Huntington | | |
| WVU | 24 | Morgantown | | |
| <u>Commercial</u> | | | | |
| NBC WHIS-TV | 6 | Bluefield | 239,100 | 94 |
| CBS WCHS-TV | 8 | Charleston - Huntington | 585,600 | 95 |
| ABC WHTN-TV | 13 | Huntington - Charleston | 583,900 | 95 |
| NBC WSAZ-TV | 3 | Huntington - Charleston | 609,700 | 95 |
| NBC WBOY-TV | 12 | Clarksburg | 173,000 | 95 |
| ABC WOAY-TV | 4 | Oak Hill - Beckley | 288,500 | 95 |
| NBC WTAP-TV | 15 | Parkersburg - Marietta | 73,400 | 95 |
| CBS WDTV | 5 | Weston - Clarksburg | 226,800 | 95 |
| NBC WTRF-TV | 7 | Wheeling | 1,433,000 | 97 |

WEST VIRGINIA

* Non-Commercial
Educational Stations



Pennsylvania

Ohio

Maryland

Virginia

Kentucky

Figure 8

TV Contour Map for West Virginia

Appendix C

Total Households and TV Households in Appalachia
by State Sections and Counties

Table 22

Total Households and TV Households in
Alabama Section by Counties

| County | Total Households | TV Households | | | |
|--------------------|------------------|---------------|--|--|--|
| Bibb | 3,100 | 2,700 | | | |
| Blount | 6,600 | 5,900 | | | |
| Calhoun | 29,800 | 27,500 | | | |
| Chambers | 10,600 | 9,300 | | | |
| Cherokee | 4,200 | 3,700 | | | |
| Childton | 7,200 | 6,200 | | | |
| Clay | 3,100 | 2,700 | | | |
| Cleburne | 2,800 | 2,400 | | | |
| Colbert | 14,800 | 13,000 | | | |
| Coosa | 2,700 | 2,300 | | | |
| Cullman | 12,400 | 11,600 | | | |
| DeKalb | 11,600 | 10,400 | | | |
| Elmore | 8,200 | 7,200 | | | |
| Etowah | 30,800 | 28,700 | | | |
| Fayette | 4,000 | 3,500 | | | |
| Franklin | 5,800 | 5,000 | | | |
| Jackson | 9,700 | 8,600 | | | |
| Jefferson | 199,400 | 187,400 | | | |
| Madison | 54,900 | 49,400 | | | |
| Marion | 5,600 | 5,000 | | | |
| Lauderdale | 19,400 | 16,800 | | | |
| Lawrence | 6,000 | 5,000 | | | |
| Lee | 14,000 | 12,300 | | | |
| Limestone | 11,200 | 9,700 | | | |
| Marshall | 15,000 | 13,500 | | | |
| Randolph | 5,200 | 4,500 | | | |
| Shelby | 9,300 | 8,500 | | | |
| St. Clair | 6,800 | 6,000 | | | |
| Talladega | 18,200 | 16,200 | | | |
| Tallapoosa | 10,200 | 8,900 | | | |
| Tuscaloosa | 31,600 | 28,200 | | | |
| Walker | 14,100 | 13,000 | | | |
| Winston | 3,600 | 3,300 | | | |
| Alabama Section | 591,900 | 538,400 | | | |
| | | | | | |
| | | | | | |
| | | | | | |

Table 23

Total Households and TV Households in
Kentucky Section by Counties

| County | Total Households | TV Households | | | |
|------------|------------------|---------------|--|--|--|
| Adair | 3,800 | 3,000 | | | |
| Bath | 2,500 | 2,000 | | | |
| Bell | 7,200 | 6,200 | | | |
| Boyd | 16,700 | 16,000 | | | |
| Breathitt | 3,000 | 2,100 | | | |
| Carter | 5,500 | 4,800 | | | |
| Casey | 3,400 | 2,700 | | | |
| Clark | 7,300 | 6,500 | | | |
| Clay | 4,300 | 3,300 | | | |
| Clinton | 2,000 | 1,700 | | | |
| Cumberland | 1,800 | 1,400 | | | |
| Elliot | 1,400 | 1,300 | | | |
| Estill | 3,100 | 2,300 | | | |
| Fleming | 3,400 | 3,000 | | | |
| Floyd | 8,500 | | | | |
| Garrard | 2,800 | 2,400 | | | |
| Green | 3,600 | 3,000 | | | |
| Greene | 9,000 | 8,400 | | | |
| Harlan | 10,400 | 8,900 | | | |
| Jackson | 2,400 | 1,600 | | | |
| Johnson | 4,800 | 4,200 | | | |
| Knott | 3,500 | 2,600 | | | |
| Knox | 5,800 | 4,600 | | | |
| Laurel | 6,900 | 5,700 | | | |
| Lawrence | 11,500 | 10,900 | | | |
| Lee | 1,700 | 1,200 | | | |
| Leslie | 1,700 | 1,200 | | | |
| Letcher | 6,000 | 4,800 | | | |
| Lewis | 3,700 | 3,100 | | | |
| Lincoln | 4,400 | 3,700 | | | |
| McCreary | 2,400 | 1,800 | | | |
| Martin | 2,100 | 1,700 | | | |
| Menifee | 900 | 700 | | | |
| Monroe | 3,000 | 2,700 | | | |
| Montgomery | 4,500 | 3,700 | | | |
| Morgan | 2,500 | 2,100 | | | |
| Owsley | 1,000 | 700 | | | |
| Perry | 5,200 | 4,700 | | | |
| Pike | 15,600 | 13,500 | | | |
| Powell | 1,800 | 1,300 | | | |
| Pulaski | 9,300 | 7,300 | | | |
| Rockcastle | 3,000 | 2,200 | | | |
| Rowan | 3,500 | 3,000 | | | |
| Russell | 2,700 | 2,200 | | | |
| Wayne | 3,700 | 2,600 | | | |
| Whitley | 6,300 | 5,400 | | | |
| Wolfe | 1,400 | 1,000 | | | |
| | 221,000 | 179,300 | | | |

Table 24

Total Households and TV Households in
Ohio Section by Counties

| County | Total Households | TV Households | | | |
|--------------|------------------|---------------|--|--|--|
| Adams | 5,700 | 5,100 | | | |
| Athens | 12,100 | 11,200 | | | |
| Belmont | 25,300 | 24,300 | | | |
| Brown | 7,600 | 7,000 | | | |
| Carroll | 5,900 | 5,700 | | | |
| Clement | 26,400 | 25,500 | | | |
| Coshocton | 9,800 | 9,100 | | | |
| Gallia | 6,700 | 6,200 | | | |
| Guernsey | 10,900 | 10,200 | | | |
| Harrison | 5,300 | 5,000 | | | |
| Highland | 9,300 | 8,700 | | | |
| Hocking | 5,800 | 5,500 | | | |
| Holmes | 5,600 | 4,800 | | | |
| Jackson | 8,500 | 8,000 | | | |
| Jefferson | 28,200 | 27,400 | | | |
| Lawrence | 16,200 | 15,400 | | | |
| Meigs | 6,000 | 5,600 | | | |
| Monroe | 4,300 | 3,900 | | | |
| Morgan | 3,400 | 3,100 | | | |
| Muskingum | 23,400 | 22,300 | | | |
| Noble | 3,200 | 2,800 | | | |
| Perry | 7,600 | 7,200 | | | |
| Pike | 5,700 | 5,300 | | | |
| Ross | 17,500 | 16,600 | | | |
| Scioto | 24,600 | 23,300 | | | |
| Tuscarawas | 24,300 | 23,000 | | | |
| Vinton | 2,600 | 2,400 | | | |
| Washington | 15,700 | 14,600 | | | |
| Ohio Section | 327,500 | 309,200 | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

Total Households and TV Households in
Pennsylvania by Counties

| County | Total Households | TV Households | | | |
|----------------|------------------|---------------|--|--|--|
| Allegheny | 484,300 | 458,500 | | | |
| Armstrong | 22,700 | 21,700 | | | |
| Beaver | 61,200 | 59,300 | | | |
| Bedford | 12,300 | 11,400 | | | |
| Blair | 43,700 | 41,900 | | | |
| Bradford | 15,800 | 14,900 | | | |
| Butler | 34,100 | 33,100 | | | |
| Cambria | 21,600 | 20,200 | | | |
| Cameron | 2,200 | 2,200 | | | |
| Carbon | 15,000 | 14,400 | | | |
| Centre | 21,600 | 22,100 | | | |
| Clarion | 10,100 | 9,600 | | | |
| Clearfield | 23,100 | 22,100 | | | |
| Clinton | 10,900 | 10,400 | | | |
| Columbia | 15,900 | 15,100 | | | |
| Crawford | 22,700 | 21,300 | | | |
| Elk | 10,600 | 10,100 | | | |
| Erie | 77,200 | 74,700 | | | |
| Fayette | 46,400 | 43,800 | | | |
| Forest | 1,100 | 1,000 | | | |
| Fulton | 3,100 | 2,800 | | | |
| Greene | 10,100 | 9,500 | | | |
| Huntingdon | 10,800 | 10,100 | | | |
| Indiana | 20,700 | 19,600 | | | |
| Jefferson | 13,500 | 12,900 | | | |
| Juniata | 4,700 | 4,200 | | | |
| Lackawanna | 68,600 | 66,500 | | | |
| Lawrence | 33,200 | 31,800 | | | |
| Luzerne | 101,400 | 98,000 | | | |
| Lycoming | 36,000 | 33,400 | | | |
| McKean | 16,000 | 15,100 | | | |
| Mercer | 38,200 | 36,600 | | | |
| Mifflin | 13,800 | 12,700 | | | |
| Monroe | 13,600 | 13,000 | | | |
| Montour | 4,100 | 3,800 | | | |
| Northumberland | 29,900 | 27,900 | | | |
| Perry | 7,800 | 7,300 | | | |
| Pike | 3,200 | 2,900 | | | |
| Potter | 4,700 | 4,400 | | | |
| Schuylkill | 49,400 | 46,900 | | | |
| Snyder | 7,200 | 6,500 | | | |
| Somerset | 20,800 | 19,700 | | | |
| Sullivan | 1,800 | 1,700 | | | |
| Susquehanna | 10,000 | 9,500 | | | |
| Tioga | 11,200 | 10,300 | | | |

Total Households and TV Households in
Tennessee Section by Counties

| County | Total Households | TV Households | | | |
|------------|------------------|---------------|--|--|--|
| Anderson | 18,800 | 17,500 | | | |
| Bledsoe | 1,800 | 1,500 | | | |
| Blount | 17,300 | 16,100 | | | |
| Bradley | 12,600 | 11,700 | | | |
| Campbell | 6,700 | 5,700 | | | |
| Cannon | 2,500 | 2,200 | | | |
| Carter | 12,100 | 11,000 | | | |
| Claiborne | 4,000 | 3,300 | | | |
| Clay | 1,600 | 1,400 | | | |
| Cocke | 6,800 | 5,900 | | | |
| Coffee | 9,800 | 9,100 | | | |
| Cumberland | 5,200 | 4,300 | | | |
| DeKalb | 3,200 | 2,800 | | | |
| Fentress | 3,000 | 2,400 | | | |
| Franklin | 7,600 | 6,800 | | | |
| Grainger | 3,500 | 2,900 | | | |
| Greene | 12,900 | 11,600 | | | |
| Grundy | 3,000 | 2,500 | | | |
| Hamblen | 11,800 | 10,600 | | | |
| Hamilton | 80,400 | 75,900 | | | |
| Hancock | 1,700 | 1,400 | | | |
| Hawkins | 8,800 | 7,700 | | | |
| Jackson | 2,200 | 1,800 | | | |
| Jefferson | 6,600 | 6,000 | | | |
| Johnson | 2,700 | 2,300 | | | |
| Knox | 83,900 | 78,400 | | | |
| Loudon | 7,400 | 6,900 | | | |
| McMinn | 10,500 | 9,600 | | | |
| Macon | 3,600 | 3,200 | | | |
| Marion | 6,000 | 5,500 | | | |
| Meigs | 1,100 | 1,000 | | | |
| Monroe | 5,900 | 5,100 | | | |
| Morgan | 3,100 | 2,700 | | | |
| Overton | 3,500 | 3,000 | | | |
| Pickett | 900 | 800 | | | |
| Polk | 3,000 | 2,700 | | | |
| Putnam | 8,500 | 7,600 | | | |
| Rhea | 4,500 | 4,000 | | | |
| Roane | 12,800 | 11,700 | | | |
| Scott | 3,500 | 2,800 | | | |
| Sequatchie | 1,700 | 1,500 | | | |
| Sevier | 7,300 | 6,400 | | | |
| Smith | 3,500 | 3,200 | | | |
| Sullivan | 37,900 | 35,700 | | | |
| Unicoi | 4,400 | 3,900 | | | |

Table 28

Total Households and TV Households in
West Virginia by Counties

| County | Total Households | TV Households | | | |
|------------|------------------|---------------|--|--|--|
| Barbour | 3,400 | 3,100 | | | |
| Berkeley | 10,700 | 10,200 | | | |
| Boone | 6,500 | 6,100 | | | |
| Braxton | 3,500 | 3,000 | | | |
| Brooke | 8,600 | 8,400 | | | |
| Cabell | 33,300 | 33,900 | | | |
| Calhoun | 1,700 | 1,500 | | | |
| Clay | 2,200 | 1,900 | | | |
| Doddridge | 1,400 | 1,300 | | | |
| Fayette | 13,300 | 12,400 | | | |
| Gilmer | 1,700 | 1,500 | | | |
| Grant | 2,200 | 1,800 | | | |
| Greenbrier | 8,600 | 7,700 | | | |
| Hampshire | 3,100 | 2,600 | | | |
| Hancock | 12,600 | 12,400 | | | |
| Hardy | 2,200 | 1,800 | | | |
| Harrison | 22,100 | 21,300 | | | |
| Jackson | 5,800 | 5,500 | | | |
| Jefferson | 5,500 | 5,100 | | | |
| Kanawha | 77,700 | 74,300 | | | |
| Lewis | 4,900 | 4,500 | | | |
| Lincoln | 4,500 | 4,100 | | | |
| Logan | 12,600 | 11,800 | | | |
| McDowell | 13,500 | 12,100 | | | |
| Marion | 18,200 | 17,200 | | | |
| Marshall | 11,700 | 11,300 | | | |
| Mason | 7,000 | 6,700 | | | |
| Mercer | 18,200 | 16,900 | | | |
| Mineral | 6,400 | 5,900 | | | |
| Mingo | 9,200 | 8,300 | | | |
| Monongalia | 15,000 | 13,800 | | | |
| Monroe | 2,500 | 2,000 | | | |
| Morgan | 2,600 | 2,400 | | | |
| Nicholas | 6,100 | 5,600 | | | |
| Ohio | 22,700 | 21,900 | | | |
| Pendleton | 1,700 | 1,500 | | | |
| Pleasants | 2,100 | 1,900 | | | |
| Pocahontas | 2,300 | 1,700 | | | |
| Preston | 6,400 | 5,800 | | | |
| Putnam | 7,000 | 6,600 | | | |
| Raleigh | 18,200 | 16,700 | | | |
| Randolph | 6,200 | 5,500 | | | |
| Ritchie | 2,700 | 2,300 | | | |
| Roane | 3,600 | 3,200 | | | |
| Summers | 3,600 | 3,000 | | | |

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